

Plain
Talker



GULF STATES UTILITIES COMPANY
APRIL, 1966



Vol. 44, No. 3

April, 1966

PUBLISHED MONTHLY FOR GULF STATES UTILITIES EMPLOYEES

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The Meaning of Free Enterprise

FREE ENTERPRISE has nothing to do with politics, or wealth, or business, or class. It is a way of living in which you and I, as individuals, are important. Many little things make up this way of life—but think what we would lose if we ever surrender it!

FREE ENTERPRISE is the right to open a gas station, or a grocery store, or to buy a farm—if you want to be your own boss—or to change your job if you don't like the man you are working for.

FREE ENTERPRISE is the right to lock your door at night.

FREE ENTERPRISE is the right to argue.

FREE ENTERPRISE is the right to save money if you wish, or blow it all on a good time if that is what you want to do.

FREE ENTERPRISE is looking on a policeman as someone to protect you; a judge as someone to help you.

FREE ENTERPRISE is the right to speak freely about anything you wish, at any time you wish, to anyone you wish to speak to.

FREE ENTERPRISE has nothing to do with how much money you have—or don't have; nor what your job is or is not.

FREE ENTERPRISE means the right to be yourself instead of some nameless number in a horde bossed by a few despots.

FREE ENTERPRISE is the sum of many little things but how miserable we'd be if someone stole it from us.

—Ohio Manufacturers Association

Store Gasoline With Care

A RECENT EDITORIAL in Modern Plastics points out there is danger when storing gasoline in plastic containers.

Metal jerry cans were used extensively for carrying water, various liquids and gasoline by GI's during the war. Most jeeps and trucks carried at least one with them all the time. Now, colorful replicas of these popular cans are being made of plastic and, unfortunately, many are being used for carrying gasoline.

Investigating the possible danger in using polyethylene jerry cans, the editors talked with technologists who said that at temperatures ranging from 140 to 150°F, gasoline will chew up low-density plastic with ease, especially in thin sections. Heat in the trunk of a car or in the covered bow of an outboard boat can easily reach those temperatures on a hot day. These are just two relative examples where explosions could occur or a fiery blaze start that would most certainly result in another tragedy. *Don't take chances with plastic containers.*

OUR COVER

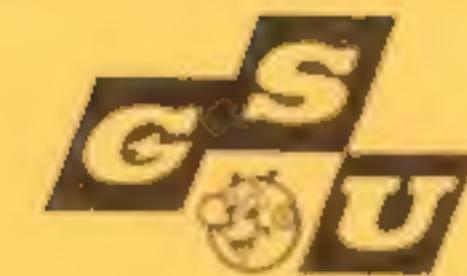
THE LAZY, WARM DAYS we have been having the last few weeks have affected everyone with spring fever and a desire to be outdoors. No exception was young Craig Reagan, son of Hal Reagan, public relations representative and associate editor, Beaumont, as he tried his hand at a little afternoon fishing on one of the many lakes that dot our service area. Although Craig did not catch these fish, he was really impressed by this string of East Texas products.

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News Briefs

APRIL, 1966

Vol. 1 No. 1

PROPOSED FEDERAL ELECTRIC BANK ENDANGERS INVESTOR COMPANIES

A new Federal Electric Bank, which could tap \$11 billion in funds to build electric generating plants and transmission lines, is proposed in Congress as another government subsidy.

The bank would start with a \$1 billion nest egg of Federal funds to create a lending agency that goes farther than ever before in getting the Federal government in competition with business.

The bill, introduced in Congress by Representative Poage (D-Tex.) proposes an amendment to the Rural Electrification Act to provide for the unlimited expansion of cooperatives in any area. It exempts the cooperatives from the confines of rural areas, and lifts all the normal restrictions which were in the original REA act.

This bank, which would eventually pass into private hands, would not be subject to the review of Congress. In fact it would be so free-wheeling that the bank could give an REA a loan for electric expansion into urban areas.

The first \$1 billion of Federal funds is not necessarily the end, however. Additional funds from the Treasury would be available under a stipulation that reads: "If . . . there are insufficient funds in the assets of the Federal Electric Bank available for the purpose to pay interest or principal on its electric debentures, the Federal Electric Bank shall obtain funds for this purpose by making and issuing notes to the Secretary of the Treasury." The interest rate would not exceed 3 per cent.

This provides for a continuous flow of available funds and insures the bank against failure.

This is a highly unorthodox bank that would permit cooperatives to operate without any rules in many states. They would not answer to the Federal Power Commission, The Securities & Exchange Commission, and in many states, to the state public utility commissions which exercise various controls over investor-owned companies.

The bill could create chaos in the electric utility business in many parts of the country.

CHAIRMAN MORRISON TESTIFIES BEFORE CONGRESSIONAL APPROPRIATIONS COMMITTEES AGAINST \$56.5 MILLION LOAN TO LOUISIANA CO-OP FOR G&T

Retired Chairman Morrison, along with four other industry spokesmen, testified before the agriculture subcommittees of both the Senate and House Appropriations Committee in Washington D. C. last month. Mr. Morrison represented the four Louisiana companies opposing the \$56.5 million Louisiana Generation and Transmission loan.

Mr. Morrison told the committees that the REA administrator completely disregarded directives of Congress, REA regulations, and Louisiana law in granting the Louisiana loan. Instead of attempting to obtain reasonable contracts for the Rural Electric Cooperatives, he said, "the administrator attempted to bludgeon the companies into a territorial immunity agreement."

In order to point out how the administrator operates, Mr. Morrison said that last year Mr. Clapp assured Congress that the Louisiana G&T loan would receive a complete review in the courts while at the same time he was telling the courts that they had no authority to review the loan.

"As in our case against the Louisiana G&T," Mr. Morrison said, "the Fifth Circuit Court of Appeals held that 'regardless of how outrageous or unfair the making of this loan may seem, a remedy is not in the courts but in the Congress' and that the court had observed that Congress had 'the deadly sword comfortably in its own hand, that is, the sole control of the purse out of which the loans are made.'"

In summarizing his testimony, Mr. Morrison asked that Congress take some action to make Mr. Clapp accountable for his administration of the REA Act as the record of his actions in the past showed that he would not act in a responsible manner unless Congress gave him positive and unequivocal directions and maintained continuing control over his operations.

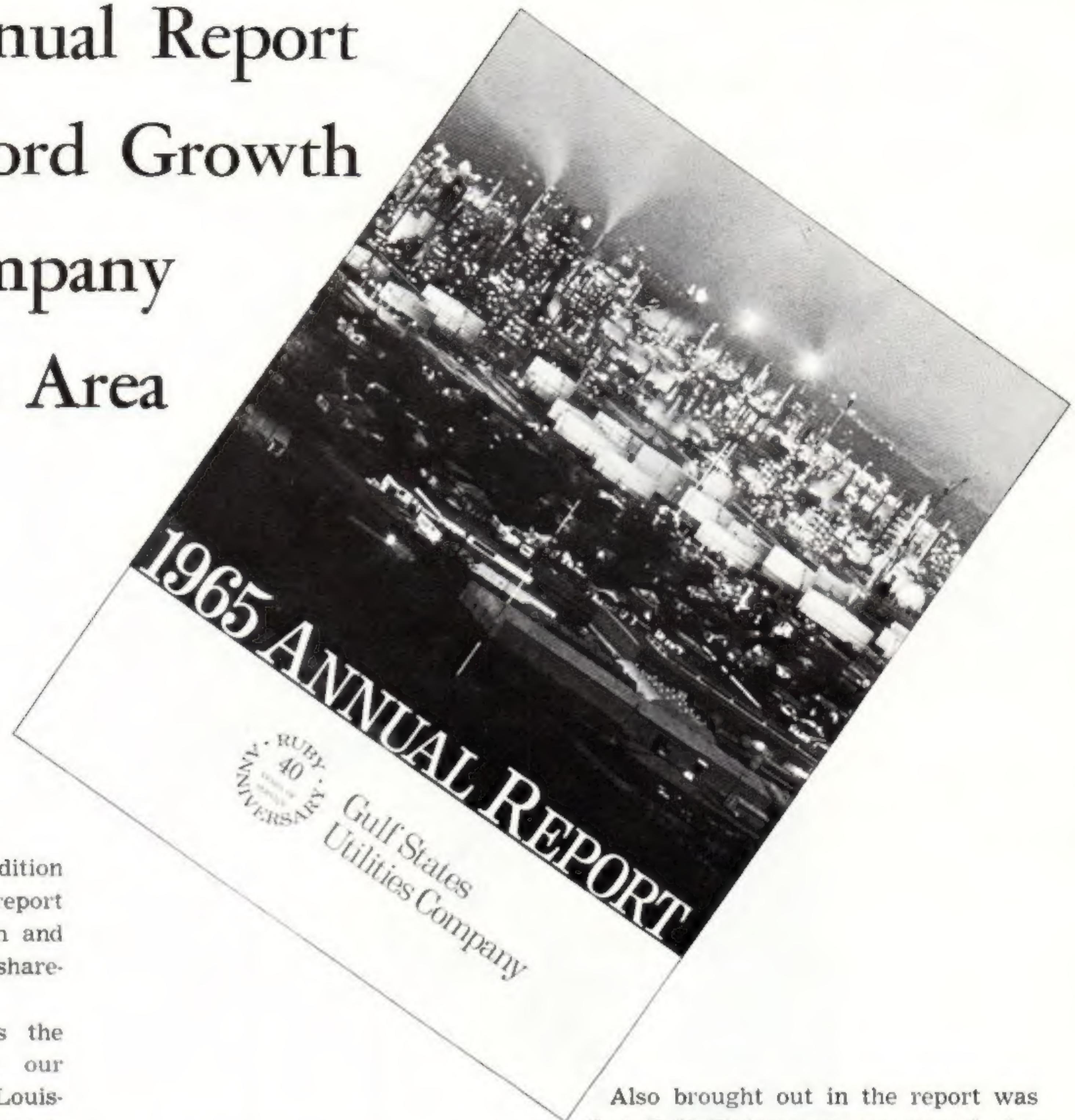
Also testifying before the subcommittee were: R. T. Person, president of Edison Electric Institute and president of Public Service Company of Colorado; Carroll Blanchard, president, Public Service Company of Indiana; and D. L. Broussard, vice president, Utah Power & Light Company.

Fortieth Annual Report

Reflects Record Growth

Of Our Company

And Service Area



THE 40TH ANNIVERSARY edition of our Company's annual report rolled off the presses last month and was released to our 19,500 shareholders.

The 25-page report highlights the record growth enjoyed across our 28,000-square mile Texas and Louisiana service area last year. The report predicts even greater prospects for our service area's economy this year.

The report points up the importance of the numerous natural resources in our service area. Many of these natural advantages and some of the various facilities which use these resources are pictured on the full-color pages.

An outstanding highlight of the report is that we have added \$48.5 million of new lines and other facilities to our system in 1965. This brought our total plant investment to \$611.7 million.

The report shows that our customers used 11 per cent more electricity last year, accounting largely for record revenues totalling \$125.4 million—eight per cent greater than 1964. Revenues for the sale of electricity accounted for 89 per cent of all reve-

nues; gas revenues three per cent; and steam products eight per cent.

Also pointed out was the fact that operation and maintenance expenses, depreciation and taxes increased seven per cent and totaled \$92.7 million. Taxes, our largest single cost of doing business, amounted to over \$27 million. Last year we collected 22 cents for taxes out of every dollar paid by our customers.

Last year was another successful one in residential, commercial and industrial sales and area development. Our customers continued to use more electricity in the home, accounting for the average annual use per residential customer to reach a record 5,951 kilowatthours. This usage is 21 per cent over the national average.

It was also reported that we experienced a new system load of 1,832,000 kilowatts last August.

Also brought out in the report was that Gulf Staters set new records for injury-free work. During 1965 the Baton Rouge Division employees attained eight million consecutive man-hours without a disabling on-the-job accident.

The report said that our earnings on 20.7 million shares of common stock amounted to \$1.01 a share. Common dividends of 71 cents a share were paid, compared to 62 cents a share in the prior year.

Included among our 19,500 shareholders are 5,432 residents of Texas and Louisiana who own 2.9 million shares.

The 1966 Annual Meeting of Shareholders is to be held on Wednesday, May 11, at the Company's General Offices in Beaumont.



BENEFITS PUT YOU IN THE SHADE

WHEN YOU LOOK at your pay check, there are benefits between the lines.

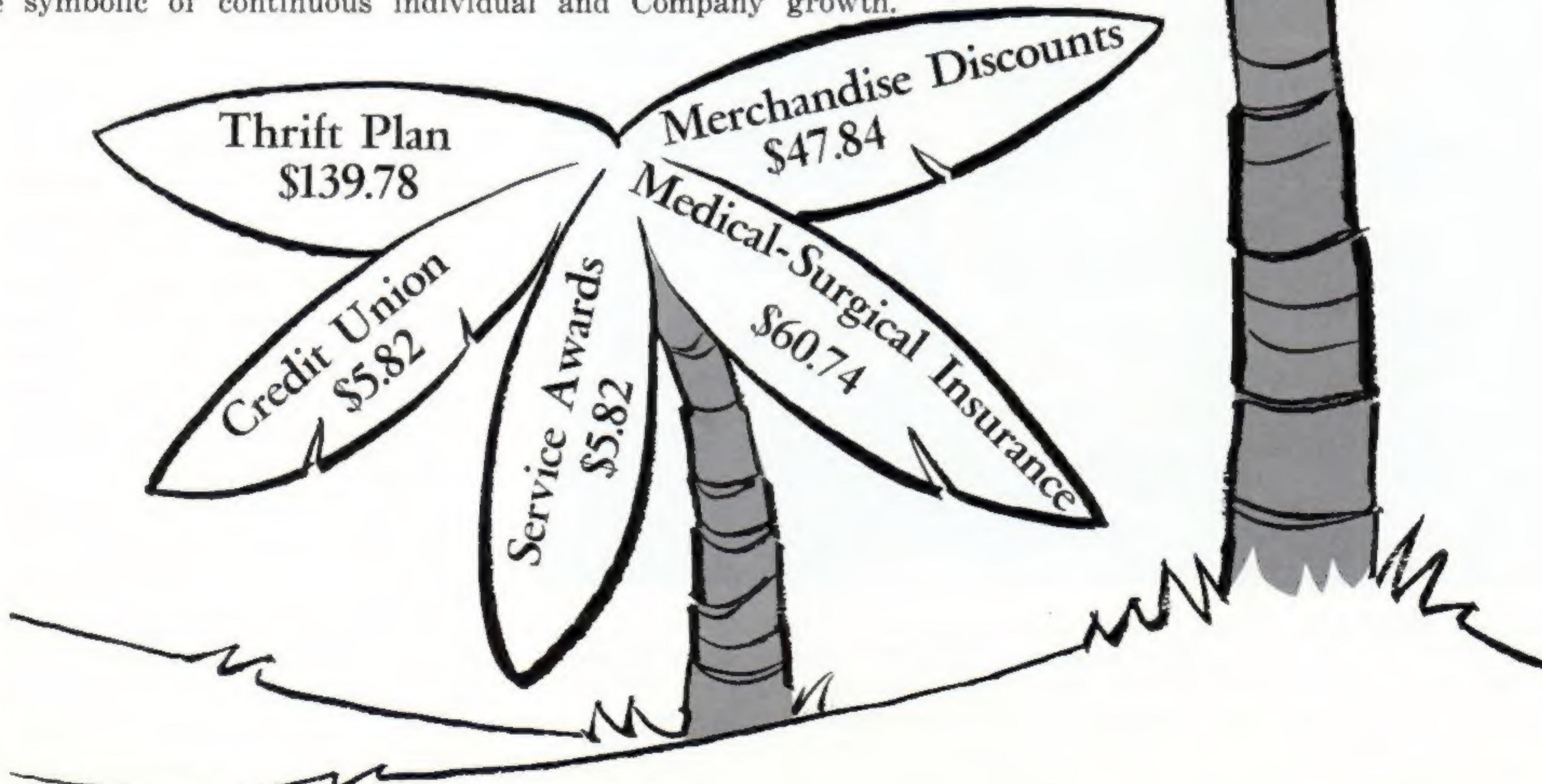
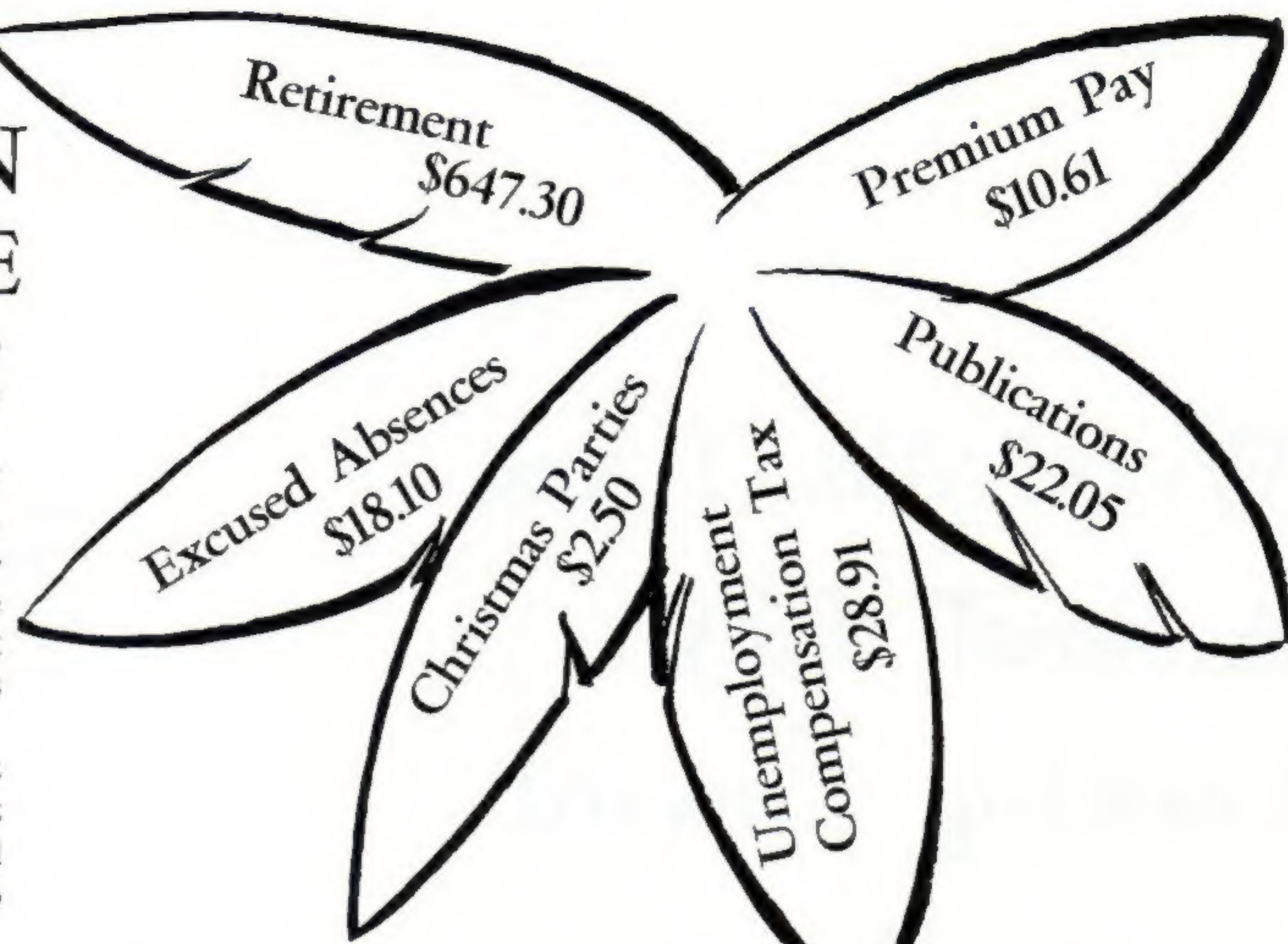
However, no matter how much you hold it up to the light, pass it over steam from a boiling kettle or dunk it in some magical liquid, no invisible ink will appear between the entries already listed.

But benefits are there just the same. Although they might not be itemized in dollars and cents, your benefits show up when you need them most.

That unexpected trip to the hospital or that planned vacation; that new electric appliance or that long-delayed tour of the United States you've been planning to take after retirement—these are all part of your pay that is waiting ready for you when needed.

The good health, self-development, financial security, retirement and general welfare of each GSU'er is important to our Company. Last year Gulf Staters were paid \$5,305,378 in compensation and benefits above straight time salaries. This came to an average of \$1,959 for each Gulf Stater.

The individual amounts invested last year by our Company in only one Gulf Stater are shown on the fronds of these palms which are symbolic of continuous individual and Company growth.



Woodville, Texas, A Small City Looking Toward A Big Future



TALKING PROGRESS. Helping the area we serve grow is our Company's pledge, and Wyatt Bell, left, local superintendent at Woodville, backs it up by shoulder-ing his share of civic responsibilities. He's shown here with Mayor E. W. (Bill) Gassiot, a department store proprietor serving his fourth straight term. Mr. Bell is vice president of the Woodville Chamber of Commerce, a member of the board of directors of the Tyler County American Cancer Society and a member of the board of trustees of the First Methodist Church.

SOME 15,000 PEOPLE clamored for vantage points atop everything from cars and trucks to trees and buildings as the parade unwound through gayly-decorated streets one Saturday afternoon last month. And over 3,000 jammed an outdoor amphitheatre that chilly evening to catch the breath-taking splendor of a coro-nation and pageant.

It sounds like an occasion to do justice to one of the Gulf Coast's largest cities. But the event, the 26th annual renewal of the widely-cele-brated Dogwood Festival, unfolded at Woodville, Texas, and the last U. S. census lists its population at only 3,600.

The Dogwood Festival, the real har-binger of spring to East Texans, is indicative of the enthusiasm and pride that grip this Tyler County city steeped in history. Located on the edge of East Texas' famed Big Thicket, Woodville is proud of its colorful past—the theme of this year's Dog-wood Festival was "Tyler County under Mexican rule"—but its leaders are as foresighted and realistic as com-munity fathers come. This is the "go" age and they're carefully plot-ting a future of solid growth sans the boom element in an effort to attract new business and industry.

George Tubb, the livewire president of Woodville's Chamber of Commerce, puts it this way:

"We've got what it takes to make people like it here, both individuals and industry, and we're going to great lengths to sell our city. Woodville is the most progressive small city in East Texas and Tyler County is one of the fastest growing counties. Throw in our wealth of natural resources, tourism and recreation and it adds up to quite a package for someone looking for a new home."

Mr. Tubb, a native of Woodville but for 30 years a marketing and business executive back East, says his city is striving for more diversified industry, including those not neces-sarily tied in with the area's most abundant natural resource—timber. He added that the community's two biggest industries today, a window

company and a tile manufacturer, have no connection with the massive, picturesque timber belt that practically engulfs Woodville.

The enthusiastic Chamber of Commerce president is confident that his city will enjoy even greater growth once the chain of lakes surrounding Woodville is completed. There's already Dam B and half-filled Sam Rayburn Reservoir and plans are afoot for construction of a third dam and lake north of town on the Neches River.

"This community has the most abundant supply of good, unpolluted fresh water in East Texas," declared Mr. Tubb. "Thanks to Dam B, fresh water can be purchased locally on a commercial basis at the state's cheapest rate. We will be in even better shape when Sam Rayburn, a constant-level lake, is filled later this year."

Helping the community woo new payrolls is the Tyler County Industrial Corporation, formed several years ago to pump new life in the economic mainstream. Headed by Herbert Sutton, one of the founders and currently president, the organization has been quite successful. It played a vital role in attracting Air Control Window Corporation, and Keller Extrusions Southern, Inc., (about 325 employees) and M&P Construction Company (about 25 employees) and in helping rekindle activity at a Woodville tile manufacturer, Yarte Tile Company (about 30 employees).

Mr. Sutton's industrial-community development group, made up of civic-minded citizens interested in making Tyler County a better place to call home, also worked hard to bring the luxurious Community Inn to Woodville. The 72-unit motor hotel, covering an entire block, is quickly becoming a convention center for deep East Texas.

Thanks to a citizenry that's interested, prospective industry could find few small cities in the Southwest to beat Woodville and surrounding Tyler County for opening new horizons and relocating employees. Under

(Continued on next page)



DOGWOOD FESTIVAL ROYALTY. Houston Mayor Louie Welch crowns Miss Amanda Harrelson of Colmesneil, the 1966 Dogwood Festival queen, at coronation festivities that drew over 3,000 people to Woodville's amphitheatre last month. The 26th annual festival, oldest of its kind throughout East Texas, signals the start of spring and thousands of tourists flock in to see Tyler County in all its beauty. Our Company's Wyatt Bell, local superintendent, served as director of this year's Dogwood Festival pageant.



TOURIST HOTSPOT. That's the story of Clyde Gray's history-steeped Heritage Garden Museum one mile west of Woodville. The museum is not just a collection of old things but actually shows how pioneers lived and worked. Tourists get a taste of yesteryear in looking over the blacksmith shop, overshot water wheel and grist mill, 1866 log home, 1853 general store, syrup mill, whiskey still, fire station, antique cars, brush arbor, barber shop and the world's only outdoor display of ceramic photographs. Tolar Kitchen, an official state historical building, is also on the site.

four-term Mayor E. W. (Bill) Gassiott, proprietor of a downtown department store, Woodville has built a reservoir of ingredients to catch the eye of demanding industrialists searching for new plant sites. For starters, outsiders will discover a stable, progressive city government; low tax structure that appeals to individuals and industry; unlimited fresh water at low rates; ample electricity and gas; a reliable labor force—both male and female; top-notch recreation facilities; a modern, hard-surfaced airport; one of East Texas' finest school systems; and an up-to-date hospital and clinics that make the city a regional medical center.

Mayor Gassiott and Aldermen Jimmy Freeman, Gordon Anderson, Dr. Malcolm Radford, James Spurlock and Dr. Bob Swearingen call the shots for a municipal government that runs the water and gas systems, a fulltime police department and a 27-man volunteer fire department.

"Our official population is about 3,600," admits Mayor Gassiott, "but we're really somewhere around 5,000 if you count all the residents within rock-throwin' distance of the city limits. And we have a market area population of 8,000 within 8-10 miles.

"It's nothing to take lightly when you recall that Woodville had a population of only 1,908 in 1950."

Woodville has its share of energetic, imaginative leaders, but more important, it has a citizenry that's for community development and growth. Voters trooped to the polls earlier this year to overwhelmingly endorse Mayor Gassiott's \$166,000 bond issue that clears the way for water improvements. The 5-1 vote also provides \$25,000 for natural gas improvements. Work has just been completed on another bond issue that led to over a half million dollars of sewage improvements.

Woodville and Tyler County aren't about to forget their illustrious past, lest a potential tourism goldmine would suffer. But leaders have their eyes on the future, one that has their area humming with business, industrial and residential activity.



CHAMBER PRESIDENT. George Tubb, who returned to his native Woodville home two years ago after a 30-year marketing and business career back East, is president of the energetic Woodville Chamber of Commerce. "Diversified industry, tourism and abundant fresh water could add up to a bright future for Woodville," says the optimistic Mr. Tubb, who calls his city "the heart of East Texas."



MEMORIAL LIBRARY—MUSEUM. Former Texas Governor Allan Shivers, reared beneath the dogwoods and red buds of Tyler County, converted the 100-year-old R. A. Cruse home into a museum and library and presented it to the Woodville school district, City of Woodville and Tyler County in 1964. Already a favorite East Texas tourist spot, the museum is a repository of many mementos of the Shivers' administration as governor, along with other objects of historic value.

ANOTHER NEW HOME. New residences indicate growth and Woodville is enjoying its share of both. Jack Ogden, left, sales representative, goes over house plans with one of Woodville's busiest builders, E. O. (Pete) Fortenberry.



"Hap" McMillian Retires after 45 Years

A. D. "HAPPY" McMILLIAN, general line foreman, Port Arthur Division, retired April 1 after more than 45 years with our Company.

Mr. McMillian began his electrical career on October 9, 1919, as a lineman's helper at Port Arthur. He worked as a patrolman and lineman until named sub-foreman in 1925. He was named line foreman in May, 1937, and has been general line foreman since October, 1937.

A native of Angie, Louisiana, he attended school in Lake Charles. Prior to joining our Company he worked for a hardware firm in Lake Charles and at a planing mill in Port Arthur.

Mr. McMillian is married to the former Sallye May Mann of Port Arthur. They have one daughter, Mrs. Don Campbell of Houston, and three granddaughters, Kathy, Margie and Sally. Mr. McMillian is a member of the Procter Street Church of Christ where he is a past deacon. Mr. and Mrs. McMillian plan to move to the country in Montgomery County, Texas.



RETIREES EARLY AFTER 47 YEARS. That's the story for A. D. "Happy" McMillian, who retired April 1 as general line foreman of the Port Arthur Division. Mr. McMillian, who began with one of our predecessor firms as a helper in the Port Arthur Line Department in 1919 was honored by over 200 friends and old acquaintances at a retirement dinner April 1 at the Port Arthur service center. C. M. Scott, right, Port Arthur Division manager, is shown congratulating Mr. McMillian after giving him a farewell gift.

Earl Harrington

Retires March 1

EARL K. HARRINGTON, a painter at Louisiana Station at Baton Rouge, retired March 1.

He had been with our Company since 1947 when he came to work as a painter at Baton Rouge.

A native of Magnolia, Miss., Mr. Harrington had worked for various

industries in Mississippi, Baton Rouge and Lake Charles before joining our Company.

Mr. Harrington is married to the former Margie E. Cockerham of Amite County, Mississippi. They have two sons, Alvin, a student at Louisiana State University, and Aubrey of Baton Rouge, two daughters, Mrs. Carmen Spell of Baton Rouge and Mrs. Wayne G. Hebert of Austin, Texas.

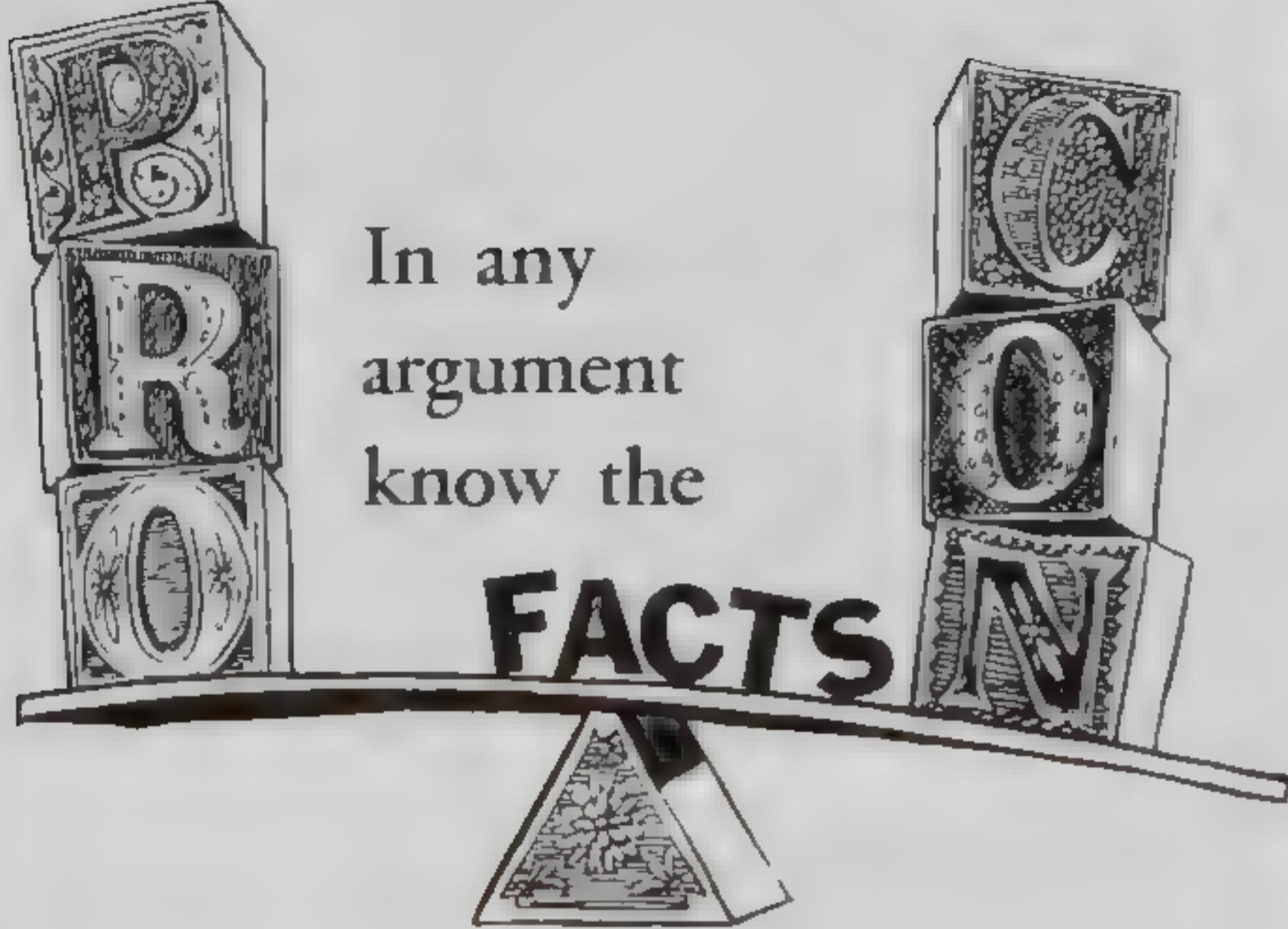
Mr. Harrington is a member of the Masons, the Killowatt Club and a deacon in the Comite Baptist Church.

He will continue to make his home at 4488 Flannery in Baton Rouge. Retirement plans call for gardening and fishing and camping on Bayou Sorrel.



HAPPY BIRTHDAY, BOSS. John J. Morrison, chairman of the board until his April 1 retirement, shows off the cake given him on his 66th birthday last month at a party at the general office in Beaumont. He's joined by R. W. Sherwood, vice president of engineering, L. V. Dugas, vice president and general sales manager, and two former secretaries, Ruby Corder, left, and June Carlisle, seated, and his present "Girl Friday," Mildred Osborne. Written on the cake was, "Happy Birthday to Our Leader."

Earl K. Harrington



In any argument know the

FACTS

This is a continuation of your magazine's efforts to present you with the undistorted facts in the running battle of the SUPER CO-OP G&T controversy over the REA's \$56.5 million loan to Louisiana Co-Ops to build an unnecessary, tax-wasting generating-transmission system.

The super co-op says: "REA approved the \$56.5 million loan application after exhaustive study. The four companies are trying every trick in the book . . . and then some . . . to kill the loan, which will upset their 100 per cent monopoly and establish an independent yardstick in Louisiana to measure the true cost of producing electricity."

The facts: The REA administrator in Washington approved the \$56-million loan without examination of the companies' contract offer. The REA administrator never questioned rates in the discussions with the companies. The REA administrator never questioned points of delivery during the discussions. The REA administrator never questioned terms of the contracts—but only repeatedly insisted on setting up illegal territories, and thereby creating an unregulated, subsidized REA monopoly. The so-called study failed to convince Louisiana's largest co-op that the super G&T proposal was a good deal. The REA administrator approved the loan in keeping with his policy of encouraging co-ops to build plants for their own generation of electricity and extending lines to serve any and all customers—including business, industry and city homes.

The investor-owned companies are using no tricks, but are using every legal and legitimate means to oppose this waste of taxpayers' money

by appeal in the courts, Louisiana Public Service Commission, the State's congressional delegation, state and local officials, co-op members and the general public.

The super co-op's claim of setting itself up as a "yardstick" to measure the true cost of producing electricity is fantastic. The super co-op nor anyone else can establish a "yardstick" to measure the cost of electricity by the construction of a single power plant, especially using two per cent subsidy and tax exemptions. A good example would be one storekeeper who is subsidized by the government with two per cent interest money and exempt from paying taxes, attempting to serve as a "yardstick" for the prices that all other grocery stores should charge for groceries. The cost of money and the payment of taxes must be included in the price of groceries just as they must be included in the cost of electricity.

If the investor-owned electric companies paid only two per cent interest for financing and were exempt from paying taxes, their electric rates could be reduced by more than 40 per cent. It is a well-known fact that the reduction of electric generation cost has been accomplished by the use of larger and more economical generating plants, reduction in the cost of fuel and reductions in reserves made possible by increased interconnections and co-ordination of electric utility systems. No government subsidized, tax-exempt facility can serve as a "yardstick" for determining the true cost of electricity or any other product in a free enterprise system.

The super co-op says: "The companies also claim the Co-op generating plant will 'put them out of business.'"

"The fact is: the Co-op plant will generate less than one per cent of the total capacity of the four companies. This one per cent will not hurt the companies."

The facts: Although the super co-op claims it will generate less than one per cent of the four companies' total capacity, they announced in their original plans, proposed generating station No. 2—110,000 KW capacity—for 1972. Before the first loan is granted they have plans already for increasing their plant output by 50 per cent. To denounce the companies' concern for this one per cent of generation is a parallel to the claims made by the public power advocates during the birth of TVA who said that the only power generation from TVA would be that which would come from the result of falling water used to control the flooding of that area. Today TVA is the largest single producer of electric power in the U. S. and 73 per cent of this giant generating power system

is in steam plants, not dual-purpose dams. Like TVA, the federally financed super co-op would be in competition with the investor-owned companies—not only for farm and rural customers—but for commercial and industrial customers using the two per cent subsidy and tax-exempt status. Five out of every six new customers of co-ops are non-farm. Such unfair competition by the tax-exempt, unregulated co-op would jeopardize the value of facilities built in good faith by the investor-owned companies to serve the cooperatives. In addition, this proposed system would only waste taxpayers' money by duplicating existing facilities of the companies and replace tax *paying* business systems with tax consuming systems in areas already being served. This is in contrast to the co-ops' claim that the \$56.5 million G&T system will not hurt the companies.

The super co-op says: The civic-minded rural leaders serving their communities on the governing boards of the Cooperatives tried every honorable way to continue purchasing power at reasonable rates from the companies without success. Surely, the Co-ops should not be expected to continue doing business with companies dedicated to their destruction."

The facts: The Washington REA representatives never questioned the subject of rates as offered by the companies. The administrator chose to ignore (1) cost of power offered, (2) length of term of the contracts, and (3) availability of adequate power and delivery points. Negotiating for the Louisiana co-ops, the Washington official refused to discuss these points without the companies agreement to full territorial integrity. Thus, he would not consider signing new contracts with the companies until the companies were willing to divide up the State, assigning the co-op certain territories within which to serve all electric customers—rural, city, business or industrial.

Such an agreement to divide up the state into exclusive territories is illegal and would have to be held in restraint of trade under state and Federal law.

The super co-op says: "Co-op generation will upset the companies 100 per cent monopoly which enables them to control consumer rates in Louisiana in the absence of an independent yardstick to determine true cost of generation."

The facts: Unlike the subsidized, tax-exempt super G&T co-op which is not regulated, consumer rates of the investor-owned companies in Louisiana are controlled by the Louisiana Public Service Commission and the Federal Power Commission.

The investor-owned companies do not have a monopoly of electric generation in Louisiana. A number of municipalities as well as certain large businesses and industries throughout the State have their own generating facilities and others are free to choose between buying power and providing their own. This in itself is further proof that there is no need for a so-called subsidized, tax-exempt "yardstick."

The super co-op says: "They fail to tell the public that they enjoy more subsidies and tax exemptions than the ENTIRE INVESTMENT of all the co-ops in Louisiana. For example, Gulf States Utilities Company alone has more property tax exemptions than the entire Co-op investments."

The facts: The investor-owned electric companies are not favored with subsidies or tax exemptions. The tax exemptions of the electric companies are the same as that offered to any other business or industry. If the investor-owned companies had the tax exemptions and the various subsidies of two per cent money, postal rates and technical assistance from the Federal Government that the co-ops are granted, rates to the customers could be reduced by more than 40 per cent.

Company Receives Favorable Rulings in REA Disputes

RECENTLY BOTH the First Circuit Court of Appeal and the Louisiana Public Service Commission handed down rulings in favor of our Company.

Both cases involved disputes between our Company and the Dixie Electric Membership Cooperatives.

The Court of Appeal reversed the decision of the 19th Judicial District Court, thereby upholding an injunction our Company had sought to keep

Dixie Electric from "further construction of an electric distribution line . . . in Baker Oaks Subdivision. . . ."

The grounds for the injunction were "that Dixie has no franchise to operate within the corporate limits of Baker and consequently has no privilege to do so and on the ground that the Dixie poles and transmission lines are so close to the existing poles and transmission lines of our Company that they create an extreme hazard

for workmen, linemen and the general public."

In the other case, our Company petitioned the Public Service Commission for a temporary cease and desist order to prevent Dixie Electric from constructing, extending or energizing its lines or service connections to T&R Builders, Inc. at Florida Boulevard and Nassau Drive in Baton Rouge. The injunction was granted.

Both rulings are subject to appeal.

Changes Announced For Eight Engineers

TRANSFERS were announced earlier this month that affected eight engineers in Beaumont, Port Arthur and Baton Rouge.

Willian G. Hollins, formerly an engineer in System Engineering, Beaumont, has been transferred to Beaumont Division Sales as an industrial engineer.

Bill Hollins
He has been with our Company since 1960 and in System Engineering since 1961. A native of New Orleans, he was graduated from Georgia Institute of Technology in 1956 with a degree in mechanical engineering. He served in the U. S. Air Force for three years and was employed in Baton Rouge before coming to work.

He is married to the former Mary Clark of New Orleans, and they have

three children, Ruth, Clark and Fred. They are members of St. Andrews Presbyterian Church where he is a deacon.

He is a registered professional engineer in Texas.

Robert G. Wolfe has been transferred from System Services to Project Section.



Bob Wolfe

Relay and Communications Section.

A native of El Dorado, Arkansas, he was graduated from Louisiana Polytechnic Institute in 1959. He served in the U. S. Navy prior to attending school.

He is married to the former Carolyn Ann Osborne of El Dorado. They have one son, Robert David.

W. C. Tolbert, formerly an engineer at Naches Station, has been transferred to System Engineering as an engineer in the Project Section.

He had been at Naches Station since 1961. He joined our Company in 1956 following his graduation from Lamar Tech. He is a mechanical engineer. He was assigned to the Production Department in 1956. He went on active duty with the U.S. Navy in 1957. Upon his return in 1959, he was again assigned to Production.

He is married to the former Billie Sue DuBose of Colmesneil, Texas. They have two daughters, Sue Ellen and Chyrl. They are members of the First Baptist Church of Beaumont where Mr. Tolbert is scoutmaster of the Boy Scout Troop. He is a member of the American Society of Me-



Bill Tolbert

ber of product demonstrations, written sales proposals and actual kilowatts of electric water heating sold.

Leading divisions were Lake Charles, first place, Beaumont, second place, and Navasota, third place. All commercial representatives in these three divisions exceeded 100 per cent of their quota.

Top salesmen in the campaign were Fred Brumfield, first place winner, Lake Charles Division with 1,925.0 points, Joe Bailey, second place, Navasota Division with 450.0 and Glen Haines, third place, Beaumont Division with 387.5 total points. Individual goals were set at 150 points per man.



Lake Charles Takes Lead In Electric Sales Campaigns

LAKE CHARLES DIVISION took the lead on "Sales Route '66" last month to become winner in the dryer campaign with 137 per cent of quota. This meant that the division was responsible for 460 dryers sold against a quota of 336.

The final campaign results showed that 1,954 dryers, or 122 per cent of system quota, were sold. The system quota was 1,600 dryers.

Baton Rouge Division finished second with 125 per cent of quota and Beaumont Division followed a close third with 124 per cent.

The goal for the 1966 commercial water heater campaign held during the month of February was almost doubled. With a system goal of 3,330 points, commercial sales representatives amassed a total of 6,570. Points were allotted on the basis of the num-



Fred Brumfield

chanical Engineers and is a registered professional engineer in Texas.

Charles R. Lopez, an engineer in System Production, has been transferred to the Information Services Section of System Engineering.

He joined our Company in 1955 at Beaumont. He left for active duty with the U. S. Air Force in 1955 and when he returned in 1957 he was assigned as an engineer in Beaumont. He was transferred to System Production in 1958 and later in the year was assigned to Naches Station as office engineer. He was reassigned to System Production in 1961.

A native of Lake Charles, he is a graduate of the University of Southwestern Louisiana with a degree in mechanical engineering.

Mr. Lopez is married to the former Geraldine delaHoussaye of New Iberia, Louisiana. They have five children, Rebecca, Corine, Matthew, Mark and David.

He is a member of Northwest Beaumont Lions Club and Tau Beta Pi engineering society. He is also a registered professional engineer in Texas.

James E. Cryer, formerly an industrial engineer in Beaumont Division Sales, has been transferred to System Engineering as an engineer in Design Group of the Standards Section.

He was an engineer in Project Section before going to Sales in 1964. He has been with our Company since 1958.

He received his electrical engineering degree from Louisiana Tech in 1958. He is a native of Port Arthur and served in the U. S. Air Force.

He is married to the former Gayle Comerford and they have one daughter, Mary Elizabeth.



Jim Cryer

W. E. Barksdale, formerly in Project Engineering, has been transferred to the Information Services Section.



Bill Barksdale

Barksdale, a native of Mississippi, received his electrical engineering degree from Mississippi State. He was employed in 1957 at Beaumont. He was transferred to Port Arthur in November, 1957, and remained there as an engineer in T&D until transferred back to Beaumont in 1961.

He served in the Air Force from 1951 to 1955. He is married to the former Gwen Armstrong of Nacogdoches, Texas, and they have one son, Brad. Mr. Barksdale is a member of the Texas Society of Professional Engineers, the Beaumont YMCA, Bayou Den Golf Club and the Beaumont Golf Association.

Leslie G. Calder, formerly an engineer in the Port Arthur T&D, has been transferred to Beaumont and assigned to System Engineering as an engineer in the Application Group of Engineering Services.

Mr. Calder was employed as an engineer in Beaumont T&D in 1958 following his graduation from the University of Oklahoma with an electrical engineering degree. He left in 1959 for two years of active duty with the U. S. Army. When he returned in 1961 he was assigned to the Port Arthur Division.

A native of Apache, Oklahoma, he is married to the former Arvela Constein of Hinton, Oklahoma. They have a son, Lendol, and two daughters, Lori and Lee Ann. They are members of the St. Paul's Lutheran Church in Port Arthur. Mr. Calder is a member of the Institute of Electrical and Electronic Engineers and is a registered professional engineer in Texas.

Roy J. West, formerly planning supervisor at Louisiana Station,

has been promoted to electrical maintenance foreman.

He has been employed since 1958. He joined our Company in Beaumont as an engineer following his graduation from Texas A&M University with a degree in mechanical engineering. He served in the U. S. Army for six years before attending college.

Following an orientation program, he was assigned to Louisiana Station as an engineer. He moved back to Beaumont in 1950 as an engineer in Construction-Production. He has been in Baton Rouge since January, 1965.

Mr. West is married to the former Jeannette Zimmerman of Atlanta, Georgia. They have two sons, Dennis and David. They are members of the Broadmoor Baptist Church in Baton Rouge.

He is a member of the Baton Rouge Chapter of the American Society of Mechanical Engineers and is a registered professional engineer in Texas and Louisiana.



THRIFT PLAN

THE TRUSTEE of the employee thrift plan purchased the following stock during March covering employee deductions and Company contributions through February:

- 3,066 shares of common stock at a total cost of \$73,311.05 or an average cost of \$23.911 per share;
- 43 shares of \$4.40 preferred stock at a total cost of \$3,801.71 or an average cost of \$88.412 per share.

This cost included brokerage and commission fees.

The trustees also deposited \$16,873.20 with the savings department of the First Security National Bank in Beaumont.

Mrs. Osburn Named Secretary to Chairman

MRS. MILDRED OSBORNE, formerly a secretary in the Executive Department, has been named secretary to Chairman Richard and President Werner. She succeeds Mrs. June Carlisle who retired March 1.

Mrs. Osborne has been employed since October, 1940, when she came to work in the System



Mrs. Osborne

Industrial Sales. In 1950, she was named supervisor of the stenographic pool. She transferred to the Executive Department in 1957 where she was secretary to Alan Hastings, assistant to the chairman, until his retirement. She was secretary to H. E. Mortimer, present assistant to the chairman, at the time of her promotion.

Mrs. Osborne has one daughter, Bonnie, a senior at Forest Park High School. Her husband, John, is employed in the shipping department at TEXACO, Inc., in Port Arthur. They are members of the Oaks Country Club and the Woodland Baptist Church.

Siddall Heads

Mid-County District

J. C. SIDDALL, formerly section head in Port Arthur Engineering, was

named to succeed the late A. C. Handley as superintendent of Port Arthur Division's Mid-County District. The promotion was effective March 16.

Mr. Siddall has been with our Company since 1936



John Siddall

FUN and FACTS

About Bowling.....by Dick Ericson

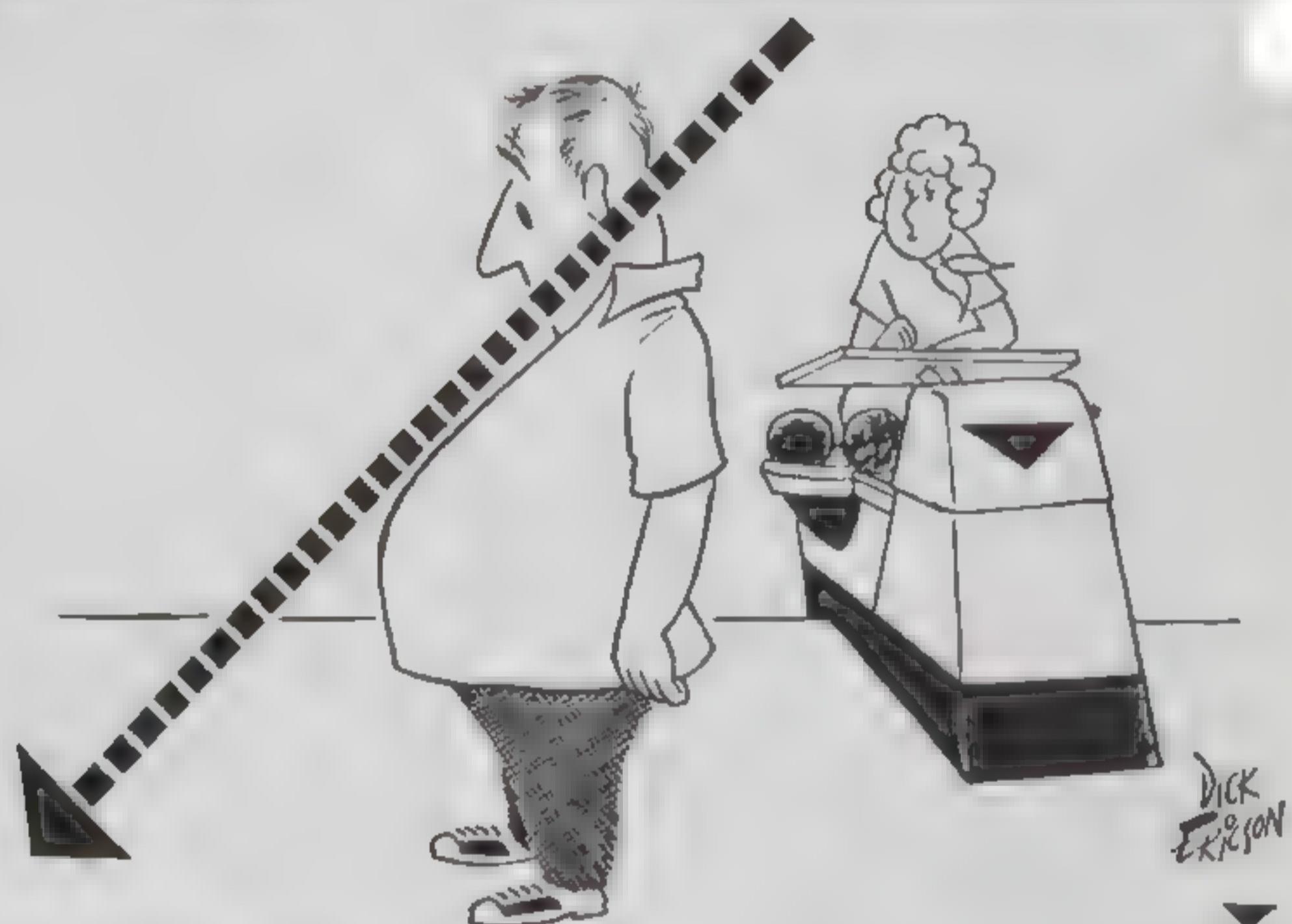


THE PROPER BALL: Selecting one ball to harmonize with the color schemes of your bowling ensembles can be a bit sticky. (If you want to get away from basic black, that is.) To be really safe, the chic bowler will buy one of each.

THE PROPER BALL: In selecting the proper ball, the beginning bowler gives first concern to the thumb hole. It should not be too loose, nor too tight. Place the thumb in the thumb hole and rotate the thumb clockwise and counterclockwise rapidly. There should be little or no friction. Leaving the thumb in the thumb hole, place the hand over the contour of the ball and check the second creases of the two middle fingers. If they extend about $\frac{1}{4}$ -inch past the inner edge of the hole, this is said to be a well-fitted conventional type ball.

FUN and FACTS

About Bowling.....by Dick Ericson



SHOULDER ANGLE: The angle at which a straight line runs from the shoulders to the floor by way of the midsection is not constant. The more you bowl, the less you protrude.

SHOULDER ANGLE: The bowler's shoulders always are at a right angle to the line he intends his ball to follow. For example, if a bowler is trying to get a strike from an angle other than a straight line perpendicular to the foul line, he should assume that angle with his shoulders. Also, on spares such as the 7 pin or 10 pin conversion, he should approach the foul line at an angle.

when he came to work as a helper in the Beaumont Line Department. He became an engineering assistant and was transferred to Port Arthur in 1937.

He progressed to senior engineering assistant in 1949 and was promoted to section head in 1958.

A native of Anderson, Texas, he attended public schools at Anderson and Navasota, graduating from Navasota High School. He is married to the former Opal McGilberry of Bedias, Texas.

Habit is like a soft bed—easy to get into but hard to get out of.

Joe Fontana Moves To Stores Accounting

JOSEPH FONTANA, formerly an administrative assistant in General Accounting-Vouchers, has been transferred to Accounting Services-Stores Accounting in the same position.

A native of Beaumont, Mr. Fontana attended Lamar Tech and received a BBA in account-



Joseph Fontana

ing from Loyola University in New Orleans.

He joined our Company at Beaumont in General Accounting in 1951 and was made a senior accounting clerk in 1952. In May, 1954, he was named administrative assistant in the Statistical Department. He was transferred to General Accounting in 1960. He's a member of the Beaumont Golf Association.

The United States has nearly as much electric power generating capacity as the next five countries combined. They include the Soviet Union, the United Kingdom, Japan, West Germany, and Canada.

Memorial Day Golf Tournaments Scheduled

THE LOCATION AND TIME for the annual Memorial Day golf tournaments have been announced.

Gulf Staters from the Texas and Lake Charles Divisions will hold their meet at the Pinewood Country Club near Beaumont while the Baton Rouge Division golfers will play the Howell Park Golf Course in Baton Rouge.

The Pinewood tournament starting times are 7 and 8:30 a.m. with the out-of-town golfers starting as late as possible. Entry fee will be \$5 which includes \$3 green fee, food and prize money.

A picnic lunch will be served from 12 to 2:30 for golfers and their families. Prizes will be awarded around 2:30 p.m. There will be an additional \$.25 charge for each additional guest other than wife or date.

"Entry blanks were mailed April 19," announced Bill Barksdale, tournament chairman. "Entry fees and completed blanks should be turned in to Joe Fontana, Beaumont by May 16."

Working on the tournament committees are: Jim Towers, George Hayes, printing and mailing; S. A.

Oliver, W. G. Hudson, Bill Heaner, handicaps, pairing, starting; Joe Fontana, entry fees, finances; Leroy Bodemann, Luther Risher, Bob Collier, prizes, awards; Vic Tompkins, Y. L. Hughes, rules, grounds; Butch Franklin, C. P. Shirey, R. A. McAlpine, food and entertainment; John Irwin, scoring; Hal Reagan, Bunch Eads, publicity.

Mr. Barksdale announced that the following men will serve as division representatives: Cecil Nantz, Orange; Jimmy Atkins, Beaumont; Roy Franques, Jerry St. Dizier, Lake Charles; Jim Minner, Port Arthur; and Albert Baird, Navasota. "If anyone wishing to play in the tournament, and who does not receive an entry blank by mail, can pick one up from their division representative," said Mr. Barksdale.

Baton Rouge Gulf Staters will get their play under way at 9 a.m. Deadline for entry in the Howell Park tournament is May 9. The entry fee is \$4.

Serving on the tournament committees are: Donald Kraft, Tom Boone, steering; Virgil M. Shaw, Bill

Tholborn, Walter Benjamin, prizes; R. M. Knobloch, B. R. Garrison, finance; Jack Worthy, Jack Waltrip, publicity and photo; J. R. Braud, Phil Levert, Jack Gautreaux, David Rogers, rules, handicaps and pairing;

Department representatives are: W. J. Goodwin, Meter, Service, Engineering, and Appliance Repair; Henry Norton, Line and Gas, Choctaw; Richard Bergeron, Line and Substation, Government Street; Marcus Andrews, Main Office; Gary Diamond, Louisiana Station; and Joe Giercio, Willow Glen. Entry blanks, with entry fee, should be turned into department representatives by deadline time.



SERVICE AWARDS

FORTY YEARS



C. M. Arisco
Production
Neches Station



J. W. Baird
Production
Neches Station



M. T. Bell
Legal
Beaumont



B. H. Gager
Distribution
Beaumont



F. T. Hargrove
Distribution
Port Arthur



Lovett Young
Production
Louisiana Station

THIRTY
YEARS



Johnny Augustus
Production
Louisiana Station



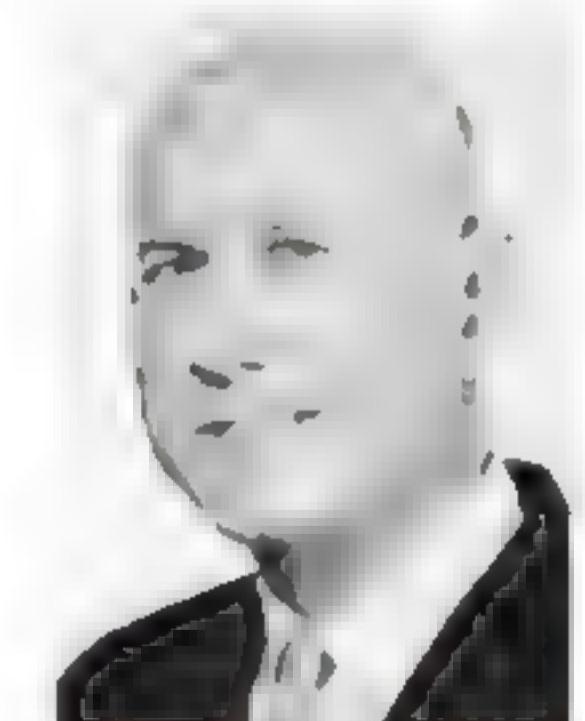
E. E. Kaltwasser
Distribution
Huntsville



J. A. Leteff
Gas
Baton Rouge



E. J. Vogel
Engineering
Beaumont



C. H. Waller
Production
Nelson Station

**TWENTY
YEARS**



J. F. Aubin
Distribution
Baton Rouge



A. J. DeArmond
Engineering
Baton Rouge



J. R. Fischer
Distribution
Beaumont



Doris Flowers
Treasury
Beaumont



A. L. Fontenot
Treasury
Jennings



Joseph Goffney, Jr.
Production
Neches Station



F. J. Gonzales
Distribution
Baton Rouge



Harvey Hatch
Distribution
Blanks



J. L. Kelly
Distribution
Port Arthur



Osby Kirkwood, Jr.
Treasury
Beaumont



W. T. Lang
Distribution
Beaumont



James Lombard
Treasury
Port Arthur



D. T. Pate, Jr.
Distribution
Woodville



J. R. Poole
Distribution
Port Arthur



J. C. Queen
Distribution
Port Arthur



Marvel Skeide
Treasury
Navasota



T. S. Sturrock
Distribution
Beaumont

**TEN
YEARS**



Edward D. Barnes
Distribution
Lake Charles



Minnie M. Berlin
Treasury
Beaumont



S. W. Bunch
Production
Louisiana Station



Helen C. Clifton
Operations
Beaumont



Gordon O. Doss
Distribution
Beaumont



D. R. Robbins
Distribution
Beaumont



Maria H. Strybos
Treasury
Beaumont



C. A. Toups
Distribution
Baton Rouge



J. L. Wells
Distribution
Huntsville



J. C. West, Jr.
Distribution
Woodville



TOP MANAGEMENT NIGHT. Our Company's Robert Wynne, Jr., left, assistant treasurer, converses with Kenneth W. Haagensen, middle, assistant to the vice president of Allis-Chalmers Manufacturing Company in Milwaukee, Wisconsin, and Frank Bernhard during annual Top Management Night festivities in Beaumont. Mr. Haagensen was the event's principal speaker, and he was introduced by Mr. Wynne, a director in the sponsoring Beaumont Chapter of the Administrative Management Society. The Allis-Chalmers executive spoke on communication by speech. Mr. Bernhard was master of ceremonies.

Beaumont Promoted To General Line Foreman At Port Arthur

CARL H. BEAUMONT, formerly assistant general line foreman, in

Port Arthur, was named general line foreman on April 1.

A native of Groves, Texas, Mr. Beaumont succeeded A. D. McMillian, who retired April 1.

Mr. Beaumont

joined our Company in 1939 as a helper in the Port Arthur Line Department. He progressed to lineman first class in 1944 and became a serviceman first class in 1948.

He returned to the Line Department in 1955 and later that year was promoted to utility foreman. He was made service foreman in 1962. He had been assistant general line foreman since 1965.

Mr. Beaumont attended public schools in Port Neches and was graduated from high school there. He attended Lamar Junior College for two years.



Carl Beaumont

He is married to the former Dorothy Peveto of Port Arthur and they have two sons, Michael, a senior at Texas A&M, and Richard, a junior at Texas A&M. He is a member of the First Methodist Church of Groves and of the Groves Masonic Lodge No. 1315.

Cohron Davis Named Project Section Designer

COHRON DAVIS, JR., formerly supervisor of relaying testing in Beaumont, was promoted to designer in Engineering Services - Project Section on March 16.

Mr. Davis, a native of Center, Texas, joined our Company in 1941

as a helper in the Beaumont Line Department. He was transferred to the Relay Department as a relayman's helper in 1943 and progressed through various classifications to relayman first class in 1949.

He was promoted to foreman in 1956 and had been supervisor of relaying testing since 1964.



Cohron Davis

He was graduated from Stephen F. Austin State College at Nacogdoches in 1939 and taught school in Nacogdoches County prior to coming to work in Beaumont.

He is married to the former Effie Claire Blake of Nacogdoches and they have two children, John, a student in his last year at Andover Newton Theological School in Boston, Mass., and Judith, a senior at Lamar Tech in Beaumont.

Mr. Davis is a member of the Roberts Avenue Methodist Church where he is a member of the official board. He also teaches a men's Bible class named in honor of him.

gulf staters in the news

Ray Robin, appliance repairman first class, Lafayette, was recently named institutional representative for the reactivated Boy Scout troop at Scott, Louisiana, by the Scott Lions Club.



SALES RALLY PRINCIPALS. Vic Gayle, left, superintendent of residential sales, huddles with Charlie Cullen of Chicago during the Annual Sales Rally sponsored by the Sales and Marketing Executives Club of Beaumont. Mr. Cullen was the principal speaker at the 1966 affair. Mr. Gayle is treasurer of the sponsoring organization.



HOME ECONOMISTS MEET IN BATON ROUGE. The annual meeting of the Home Economists In Business section of the Louisiana Home Economics Association was held in Baton Rouge, March 17-19, at the Baton Rouge Division office. Over 40 home economists attended representing utilities and businesses throughout the state. Principal speakers included Mrs. Anna F. Rush, national HEIB chairman and household equipment editor for McCall's Magazine, New York City, New York; Miss Hope Frank, home service director, Magic Chef, Inc., Cleveland, Tennessee; Miss Martha Easter, home economics field representative, Corning Glass Works, Corning, New York; Miss Doris Elkins, home economist, Hamilton Beach, Dallas, Texas; Dr. Roland L. Fry, assistant professor of psychology, L.S.U., and Dr. Beth Clark, director, School of Home Economics, L.S.U. Miss Harriet Babin, Baton Rouge home service advisor, was program chairman and moderator for the meeting.

T. G. "Butch" Franklin, supervisor of customer's accounts, Beaumont Division, recently won a weekend for two at the Ramada Inn in Beaumont for being individual high point man in the 1966 YMCA membership round-up.

J. Kirby Jones, sales superintendent, Port Arthur Division, has been named vice president of the board of directors of Port Arthur College.

Mrs. Leonora Masterson, director of home services, was elected vice president of the Texas Home Economics Association at the group's recent 48th annual meeting in Dallas.

Leon Pettis, claim representative, Beaumont, has been elected chairman of the Meadowbrook-Westfield Terrace Civic Association.

C. P. "Jack" Shirey, training and safety manager, Beaumont, was re-elected to the board of directors of the Texas Safety Association at the 27th Annual Texas Safety Conference and Governor's Highway Safety Conference in Dallas last month.

Louis Christian, district superintendent, Baton Rouge, was chairman of the 31st annual Junior Auction Sale last month at LSU. The sale saw the grand champion steer bring \$4,280.60 and a new record for the show. Another record high bid of \$15 per pound was paid to purchase the grand champion lamb.

Virgil Shaw, superintendent of sales, Baton Rouge, was among the group of Louisiana businessmen who recently accompanied Governor McKeithen to St. Louis, Mo., on an industrial prospecting team. Mr. Shaw is a member of the Louisiana Industrial Development Association, a group of specialist in the field of industrial development.

Answer to Safety Quiz page 18

(a) Actually, if there was any doubt, you shouldn't have been passing in the first place.

Boutte Promoted To Port Arthur Garage Shop Foreman

J. J. BOUTTE, formerly a garage mechanic first class in Port Arthur, has been promoted to shop foreman.



J. J. Boutte

He joined our Company in Port Arthur as a garage mechanic in 1946. He was made a garage mechanic first class in 1950.

Mr. Boutte was born in Loreauville, Louisiana, but was reared and educated in Port Arthur. He served in the U. S. Army from 1943 to 1945.

He is married to the former Myrtle Ahysen of Port Arthur. They have one son, Larry, a freshman at Lamar Tech in Beaumont.

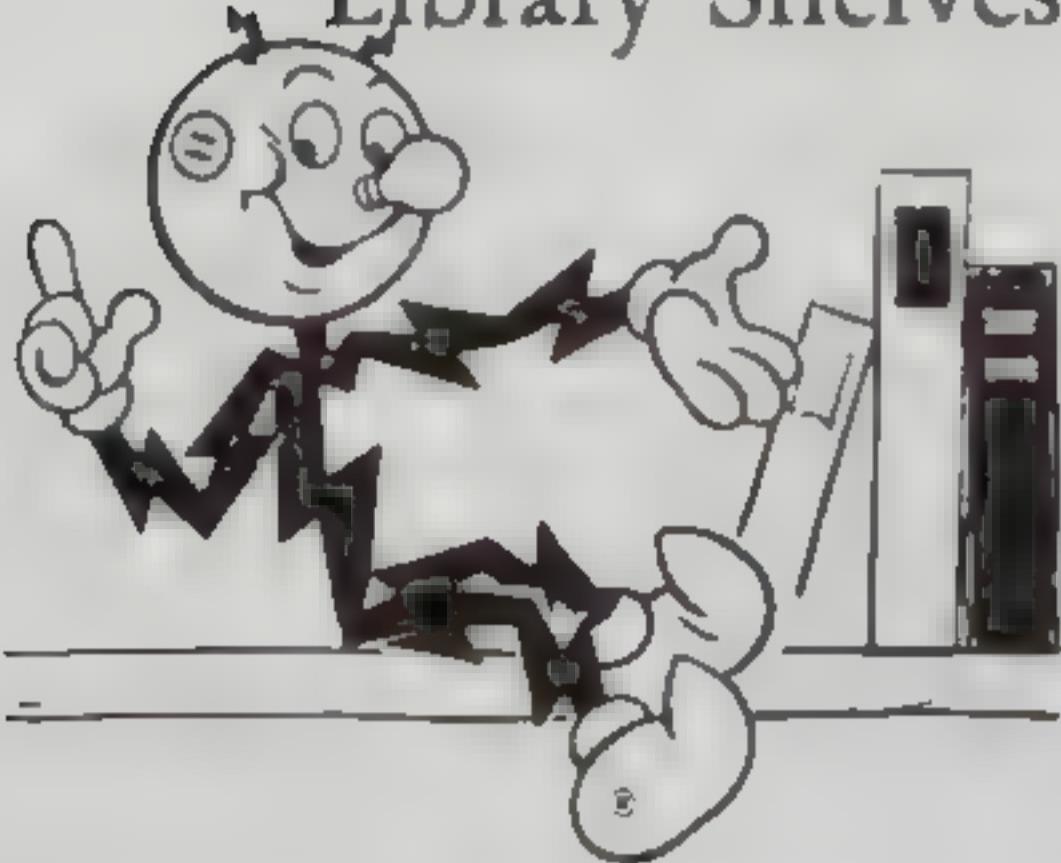
Chance favors only those who know how to court her.

Charles Nicolle



GSU'ER LEADS SUCCESSFUL YMCA DRIVE. W. E. Richard, right, superintendent of industrial and commercial sales, goes over final figures of the Beaumont YMCA 1966 membership drive with Reggie Newton of the YMCA staff at the final report and victory dinner. Mr. Richard, who served his second straight year as "big boss" of the drive, reported that over 1,800 memberships were obtained to easily surpass the goal of 1,650.

On Our Library Shelves



The following is a list of new books recently added to the Company Library in Beaumont. The library contains a large number of books and periodicals on a variety of subjects. These may be checked out for use by employees throughout the system. You are urged to make use of this facility.

Action Course in Practical Politics (8 booklets) 1) The Individual in Politics; 2) Political Party Organization; 3) The Political Precinct; 4) The Political Campaign; 5) Political Clubs; 6) Political Leader's Problems; 7) Political Meetings; 8) Businessmen in Politics: To familiarize participants with the organization, structure and characteristics of government in their community, county and state.

The Communications Challenges in the Decade of the 60's. Analysis of the trends of this decade in light of their effects on people, in order to illuminate the nature of the communications problems and opportunities that lie ahead.

Handbook of Business Letters by L. E. Frailey. This how-to-write-it-better book will give your letters the punch that attracts attention and the impact that brings results!

The Careful Writer—A Modern Guide to English Usage by Theodore M. Bernstein. Concise yet thorough handbook, covering in more than 2,000 alphabetized entries the problems that give a writer pause before he sets words to paper: questions of usage, meaning, punctuation, precision, logical structure and color.

Guinness Book of World Records by Norris & Ross McWhirter (Reference). A record book you will pick up a thousand times. Fascinating to browse through—packed with facts and information about practically every world record known to man, from the oddities of nature to the world of sport.

Forty Years of Public Utility Finance by Harold H. Young. Fresh insights into the history of public utility investment in this country. The book concludes with useful advice, won from long years of practical experience, about the most sensible and effective ways to judge the merits of utility company securities.

Freedom vs. Communism (8 booklets). 1) The Communist Challenge; 2) Consumer Control or Controlled Consumers; 3) Profit Motive or Master Plan; 4) Who Gets What; 5) The Role of Government; 6) The Big Picture; 7) Meeting the Economic Challenge; 8) What You Can Do About Communism; A citizen's course in freedom vs. communism: the economics of survival.

Living Glass by John L. Gushman (pamphlet). The story of the Anchor Hocking Glass Corporation—an address to the American Newcomen Society.

Hamermill by Donald S. Leslie (pamphlet). Hamermill, a revolution in paper making—an address to the American Newcomen Society.

Consolidated Foods Blueprint for the Construction of a Diversified Company by Nathan Cummings (pamphlet). The colorful history of a widely-diversified company internationally known in the ranks of Americas Food Industries—an address to the American Newcomen Society.

Schlatre Promoted To Line Foreman At Port Allen

C. N. SCHLATRE, formerly a utility foreman, has been promoted to line foreman at Port Allen.



C. N. Schlatre

Mr. Schlatre has been with our Company since 1945. He worked in various classifications until made a serviceman first class in 1953. He was transferred to Port Allen from Baton Rouge T&D in 1950. He has been utility foreman since March, 1964.

He is married to the former Elaine Caffarel and they have five children, Charles, Jr., Gary, Kathy, Judy and Karen. They are members of the Holy Family Catholic Church in Port Allen and he is a member and a past advocate and guard of the Knights of Columbus, the Holy Name Society and the Holy Family School Booster Club and a former member of the Port Allen Junior Chamber of Commerce.

Gaspard Named Engineering Section Head at Port Arthur

LEONARD J. GASPARD, formerly a senior engineering assistant in the Port Arthur Division, was promoted to section head in Port Arthur Division Engineering on March 16.



Leonard Gaspard

He has been with our Company since coming to work in 1949 as a helper in the Port Arthur Line. He moved to Engineering in 1953 and has been a senior engineering assistant since 1961.

A native of Lake Charles, he attended public schools at Port Acres and Fannett. He is married to the former Gwen Chapman of Port Acres and they have two children, Angela, and Ned. They are members of the Fourth Avenue Baptist Church in Port Arthur.

Changes Made For Two In Sales At Lafayette

TWO LAFAYETTE DISTRICT employees have been assigned new duties in the Sales Department.

Earl Broussard, formerly residential sales representative, has been made a commercial sales representative. He joined our Company in 1954 in Residential Sales.

Mr. Broussard is a native of Breaux Bridge, Louisiana, where he attended Breaux Bridge High School. He was graduated from



Earl Broussard

Southwestern Louisiana Institute (now University of Southwestern Louisiana) with a B.S. in agriculture.

He is married to the former Marcelle Mondet of Breaux Bridge and they have six children, Virginia, Suzan, Paulette, Elizabeth, Earl, Jr. and Paul.

Mr. Broussard is active in Lafayette Parish affairs. He is a member of the Knights of Columbus, Holy Name Society, St. Bernard's Boosters, Lions' Club, Farm Bureau, Lafayette Parish Agricultural Coordinating Commission, Cattlemen's Association, and the Lafayette-St. Martin Game and Fish Commission. He is also a captain in the Louisiana National Guard with 20 years of service.

Denis Dugas, Jr., formerly an engineering assistant in T&D, has been transferred to Sales and made a residential sales representative. He joined our Company at Lafayette in 1955 as an engineering helper. He has been an engineering assistant since 1957.

He is a native of Loreauville, Louisiana, where he was graduated from high school. He attended Tulane University and Southwestern Louisiana Trade School. He served in the U. S. Air Force from 1951 to 1954. He was stationed in Europe for three years and was released with the rank of staff sergeant.



Denis Dugas



NEW REPORTER. Nobie Jo Alford, clerk in the Hull, Texas, office, has accepted the job of being **PLAIN TALKS** reporter for the Hull District. Mrs. Alford has been with our Company since 1962. She was previously a key punch operator in Data Processing in the General Offices at Beaumont. She was transferred to Hull in 1964. Gulf Staters in the Hull area be sure to turn in any **PLAIN TALKS** news to Nobie Jo.

Named To FPC Advisory Committee

C HAIRMAN RICHARD has been named to one of six national committees to assist the Federal Power Commission and the Executive Advisory Committee. Mr. Richard was named to the South Central Regional Advisory Committee along with top-ranking utility executives from Kansas, Oklahoma, Louisiana, Mississippi, Missouri and Texas.

The committees are set up to encourage electric utility systems to pursue courses of action consistent with the goals of the FPC's National Power Survey.



What would you do in this driving situation?

by Tom Dobbs



You are attempting to pass on a two-lane highway. But before you are past Car A you decide that Car B may be approaching too fast for you to complete the pass successfully.

YOU SHOULD: (a) Pull over to the left immediately. (b) Step on the gas and try to pull in between car A and the vehicle in front of it. (c) Brake immediately and try to pull in behind car A.

Reprinted by permission, from "Family Safety," quarterly publication of the National Safety Council.

(Answer on page 17)



HEAD SAFETY CONTEST. Vernon C. Young, second row, right, an employee in Baton Rouge Substation, and chairman of the safety committee of the Baton Rouge Council of the United Commercial Travelers of America, recently headed a safety poster contest for Baton Rouge area schools. Here Mr. Young and his co-chairman, Walter W. Jones, second row, left, an employee in Baton Rouge Engineering, present the trophies to contest winners.

Two Employees Chairmen Baton Rouge Safety Contest

TWO BATON ROUGE employees headed the safety poster contest recently held by the Baton Rouge Council of the United Commercial Travelers of America. **Vernon C. Young**, Baton Rouge Substation, is chairman of the safety committee and **Walter W. Jones**, Baton Rouge Engineering, is the co-chairman.

The contest attracted some 40 posters from students in 30 Baton Rouge area schools. The winners were selected by independent judges on the originality of idea, artistic ability and neatness. The object of the contest was to inspire the students into 'thinking' safety and to bring the idea home to the parents.

Winners were selected in three grade categories with three winners in each. Winners were: Dawn David, first place, 5th grade, Lanier Elementary; Cecelia Fox, first place, 7th grade, Our Lady of Mercy School; Ray Weiland, second place, 8th grade, Broadmoor Junior High; Jack Sachse, second place, 5th grade, Istrouma Junior High; Janis Rodriguez, third place, 12th grade, Baker High; Sandra Stewart, second place, 10th grade, Central High; Dougie Vickers, first

place, 11th grade, Central High; Suzanne Goodell, third place, 9th grade, Lee High; Janice Iglesias, third place, 6th grade, Redemptorist Elementary.

The trophies were presented to the winners by Chairman Young at a ceremony at the Council Home. The winners will compete in the Supreme 'National' contest at Hot Springs, Arkansas, in June.

Sympathy to:

Norma Cole, Billing Records, Beaumont, on the death of her grandmother, Mrs. John Young.

Sally Dowden, Billing Records, Beaumont, on the death of her uncle, Amburg Ellzey.

Jimmylu Syme, Billing Records, Beaumont, on the death of her grandmother, Mrs. J. P. Hoover.

Glenda Sims, Billing Records, Beaumont, on the death of her aunt, Mrs. O'Dell Sims.

Mr. and Mrs. Eldon Werner on the death of Mrs. Werner's mother Mrs. Bertha P. Wiles on March 16. Funeral services were held in Brewer, Maine.

Mr. and Mrs. Jerry L. Brown, lineman first class, Liberty, on the death of their daughter, Christina, 4, on March 13.

Gabe Lute, an employee in the Port Arthur Garage, on the death of his son, Sgt. E-5 Harry George Lute. Sgt. Lute was killed by a gunshot wound April 7 in a search and destroy operation in Viet Nam.

Sgt. Lute was 33 years old and was a member of the 1st Cavalry Division, Airmobile. He had been in the Army for ten years.



PRESENTS COOKING SCHOOL. Al Mesko of General Electric, nationally recognized chef and authority on the use of commercial cooking equipment, was the special guest at the Commercial Cooking Equipment Training School sponsored by Gulf States. The school, held in Beaumont, March 29, and Baton Rouge, March 31, was designed to acquaint food service personnel of schools, colleges and hospitals in our service area with the latest advances in electric cooking equipment and their application in this field.



Fred Watson

Fred Watson Dies In Lake Charles

FUNERAL SERVICES for Fred C. Watson, 64, meter foreman, Lake Charles, were held March 19 in Lake Charles.

Mr. Watson died March 17 after being hospitalized with a heart attack on March 5.

Mr. Watson joined our Company at Orange in 1921. He also worked in Beaumont until moved to Lake Charles Meter in 1928. He was a native of Deweyville, Texas, and was a member of the First Presbyterian Church in Lake Charles.

Survivors include his wife, Mrs. Addie Watson, 2101 Creole St., Lake Charles; one son, Fred L., of Jasper, Texas, and one sister, Mrs. Marie W. Farr of San Francisco, Calif.

(editor's note: Norman Lee, operating superintendent, Lake Charles Division, reported that Mr. Watson kept a daily diary and in the diary just past his last entry Mr. Watson had written: "To each and everyone of you thanks for everything, it was wonderful working for such a nice Company as GSU for 46 years.")

There is nothing that can be substituted for truth and sincerity. —Duane G. Newcomb in
GOOD BUSINESS.



CUBS TOUR GENERAL OFFICES. The den mothers and cubs of Den 5, Cub Scout Pack 221, found a lot to interest them in Data Processing as G. L. Anderson, confidential accountant, explained how a customer's bill is run on the IBM equipment. Den 5 is only a representative group of the many Scouts, high school and college students groups, business groups and public officials who toured our facilities last month.

Tours Prove Popular With Cubs

Dear Sirs:

We want to thank all of you for our visit to Gulf States Utilities. Not only was it very interesting but also a lot of fun. And we want you to know how much we appreciated it. Thank you again.

Sincerely

Benson Row
Greg Lebkosky
Steve Wilson
Steve Simmons

Den 5
Pack 221
Mrs. C. W. Row, III
Mark Jones
Ricky Brown
Tim Humble

Mark Arrington
Stephen Meek
Jeff Boughton
David Phillips
Mrs. B. D. Cowley, asst. den mother
Mrs. Carl Phillips, den mother

Dear Mr. Eads,

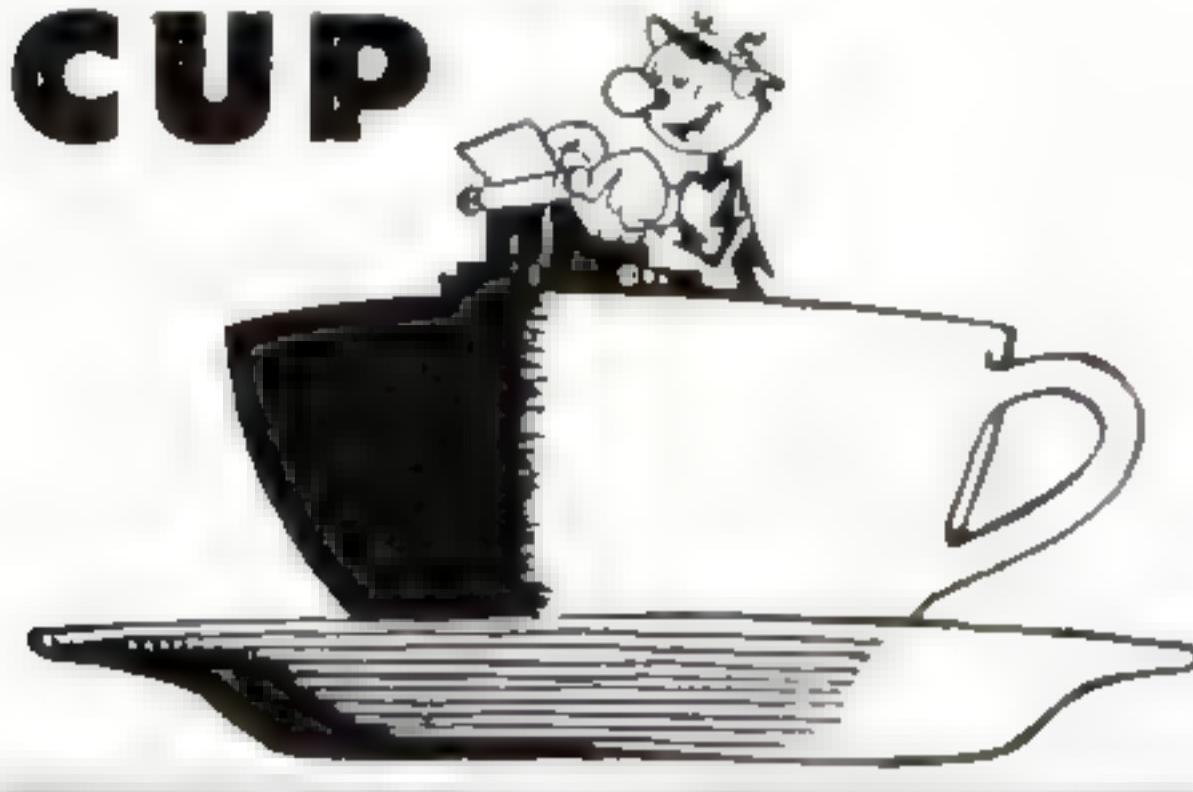
Thank you for the tour of Gulf States. We were very happy seeing the film. We all like the packages very well.

Yours truly,
Den 3
Cub Scout Pack 221
Wayne Phillips
John Gangwisch
Benja Cowley
David Phillips
Mrs. B. D. Cowley, asst. den mother
Mrs. Carl Phillips, den mother



GSU HOSTS AGGIES. Frank Hazmark, center, design engineer, Engineering Services, explains the blueprints of a bulk station to several of the electrical engineering majors from Texas A&M who visited our Company's main office and other facilities in Beaumont. Accompanied by Professor John Denison, the 20 visiting Aggies got a first-hand look at our System Engineering Department, a bulk station and construction of an underground distribution system.

COFFEE CUP



LAFAYETTE

THREE HAVE BEEN some changes around the Lafayette offices lately.

The Accounting Department has two new employees. **Eileen D. Deize** is a new customer clerk. She is a former University of Southwestern Louisiana student and is from Youngsville, Louisiana.

The other new clerk is **Melanie Richard** who works on the switchboard. She is also a former USL student and is from Scott.

At the same time we lost a couple of girls. **Shannon Haw** who came from the Lake Charles Service Department two years ago has left to await the arrival of her first child. Her husband, Clifford, is employed with Oil Center Tools in Lafayette.

Cynthia Casey, clerk in the T&D, is now making her home in New Orleans where her husband, David, is employed by Shell Oil Co. Cynthia had been with us since April 25, 1956. She had been secretary to **Frank Sonnier**, senior engineer, and reporter for PLAIN TALKS.

Taking Cynthia's place in T&D is **Lucina "Tookie" Guidry**, formerly switchboard operator in Accounting. Tookie has been with our Company since February, 1964. She will also be reporter for PLAIN TALKS.

—By *Tookie Guidry*

LAKE CHARLES

MR. AND MRS. CHARLES REIF-SNIIDER recently had as guests in their home Charlie's parents from Orlando, Fla. Charlie's a relayman in the Lake Charles Substation.

James Leveque, communication servicer, attended the Motorola Training School in Shreveport on January 17-18.

—By *Jo Ann Burnett*



ON MARCH 15, Billing Records had a pot luck luncheon and **Glenda Milner** was honored by a surprise bridal shower. Among those attending was **Mary Dewey**, recently retired employee of the department.

Betty McCord was hostess to a group from Billing Records at an Italian luncheon while she was on vacation.

Bernice Eaves entertained her daughter and family, the Chuck Leonards from Richardson, Texas, during the Easter week.

—By *Glenda Milner*



Mr. and Mrs. Daniel R. Blanchard, he's employed at Nelson Station, on their daughter, **Peggy Ann**, February 14, at Lake Charles' St. Patrick's Hospital.

Mr. and Mrs. Darrell Goodwin, he's an appliance repairman in Jennings, on their first son, **Timothy Jude**, February 4.

Mr. and Mrs. Ralph W. Havard, test technician first class, Sabine Station, a daughter, **Teresa Charlice**, February 25.

Mr. and Mrs. Gene W. Russell, turbine operator, Neches Station, a son, **Kevin Ray**, March 4.

Mr. and Mrs. Dudley Benoit, truck-driver, Port Arthur, a son, **Dudley, Jr.**, March 13.

Mr. and Mrs. William P. Dillon, Jr., lineman second class, Port Arthur, a daughter, **Donna Jo**, February 18.

Mr. and Mrs. Lawrence Bellow, an employee in Lake Charles Substation a son, **Vicare Isaac**, March 13.

Mr. and Mrs. Kenneth W. Fontenot, meter reader, Port Arthur, a daughter, **Jessica Renee'**, March 21.



Rodney J. Tompkins, helper in Port Arthur T&D, and Marion Court were wed on February 25.

Barbara J. Hubbard, departmental clerk, Drafting, Beaumont, was wed to Wilber Wayne Cummings on March 3.

Ursula Monarcha, department clerk, Records, Beaumont, was wed to Paul E. Pate on March 24.

Reba E. Lee, accounting clerk, Plant Accounting, Beaumont, was wed to Walter T. Henry on March 26.



RECENT BRIDE. Linda Goodson, daughter of Mr. and Mrs. Rolan Goodson (he's a dispatcher in the Navasota Division) was married to Larry Andrews on February 13 in the Memorial Baptist Church.



ONE YEAR OLD. John Kingsley, grandson of Mr. and Mrs. T. O. "Doc" Charlton, he's district superintendent at Orange, was a year old on March 18. John is the son of the Charltons' son, Tom, of San Antonio.

SUGAR AND SPICE. That is what we think Julie Renee is made of. She is the eight-month-old daughter of Mr. and Mrs. Donald L. LaRocco. Mr. LaRocco is an equipment operator at Roy S. Nelson Station.



LEAVES TO WED. Martha Hicks, third from right, received a grand send off from the members of the Duplicating Department as she left to become the bride of Bob Graves in San Antonio. Wishing Martha the best of everything were Janet Walters, Peggy Walles, Liz Johnson, Beverly Boecher, Sheila Comeaux, Patricia Bailey and Forest Goodhue.



OFF TO CALIFORNIA. Avon Ogden, third from left, got a big farewell from the Records girls as she and her husband, Marvin, EDP, left the Company and went to California to attend school. Seeing Avon off were: France Stripling, Patsy Richmond, Carole Hatch, Sue Tyson, Dana Hebert and Peggy Stout.

VISIT GRANDDAD. From January until March Charlie Arisco, Mechanical Maintenance Department, Naches Station, worked at Nelson Station on the Number 2 unit inspection. His grandchildren, all boys, missed their "Pa Pa" and paid him a visit. Joey brought his camera along and had this picture taken with their grandfather in front of the Roy S. Nelson Station at West Lake near Lake Charles. Front row, left to right, are David, Michael, Benny and Bobby, sons of Mr. and Mrs. R. D. Barnett and back row, left to right, are Jimmy, Joey and Johnny, sons of Dr. and Mrs. Joseph P. Arisco, all of Groves, Texas.



LEAVES TO BECOME FULL TIME HOUSEWIFE. On March 18, Dora Ann Johnson said her goodbyes to her friends at Roy S. Nelson Station. For her five years of service, her fellow employees gave Dora a silver centerpiece. Looking on as she opened her gift are: A. H. Demers, plant superintendent, and Bob Guidry, maintenance supervisor. Asked about her immediate plans, Dora's reply was fishing, fishing, and more fishing. Doesn't sound as if her husband, Clifford, will get much housework out of her.

Jeanette Hall Receives Raves For Performance In Opera

MARCH 20 WAS THE BIRTHDAY of Gandy Hall, general maintenance supervisor at Neches Station.

He celebrated the day at a very special occasion in Bloomington, Indiana. He received a very special gift from his daughter, Jeanette, on that day when she appeared in her first performance in the role of "Kundry" in the Indiana University School of Music's 18th annual presentation of **Parsifal** — a great religious music-drama.

The story of Richard Wagner's **Parsifal** is one of those associated with the old legend of the Holy Grail, the cup from which Christ drank at the Last Supper and which received the blood He lost at the Cross. The presentation has become a cherished tradition and inspirational highlight of the Lenten season.

The "Spectator" — a weekly newspaper-review at the University — had this to say about Miss Hall's performance. "The I.U. School of Music has spent (in some cases) 10 years developing a cast that could do **Parsifal** well.

But this year the annual production was "de-professionalized"; all of the leading parts were given to neophytes.

"Many of the voices were not yet developed to cope with the "heroic" demands of Wagner music, and many principals had not gained an understanding and involvement in the composer's vast musical cosmos. On the other hand, all parts were well-coached, and the force of youth embued the production with some exciting new dramatic portrayals.

"The outstanding exception of this vocal-dramatic inconsistency Sunday at the I.U. Auditorium was Jeanette Hall. Miss Hall sang the most stunning "Kundry" that I have witnessed in the last six years.

"The role demands an actress who can effectively portray "Kundry's" vacillation between sensualist and penitent, whore and saint, the result of a curse against her for laughing at Christ on the cross.

"Artistically the role calls for an extraordinary vocal range and the stamina to conquer the difficult tessitura. Miss Hall handled both demands



Miss Hall

superbly. Her technique was flawless; every note was perfectly formed, whether in the chest register or the head voice. The bright edge of her voice could soar above the orchestral fortissimo and still maintain clarity in the most delicate passages.

"On stage Miss Hall gave "Kundry" a haunting grace of a pursued animal, of one who is restless and cannot rest. Her performance made the afternoon and the evening worthwhile." . . .

Jeanette holds a bachelor of science degree in music education from Lamar State College. She has sung the title roles in **Amelia Goes to the Ball** and **Carmen** and "Minnie" in **Girl of the Golden West**.



WINS ART AWARD. Jimmy Richardson, son of Jim Richardson, Beaumont, poses by his award-winning stitchery design at the Scholastic Art Awards Regional Contest held at Foley's Department Store in Houston, Texas.

Beaumont Employee's Son Chosen Regional Finalist In Art Show

JIMMY RICHARDSON, thirteen-year-old son of Jim Richardson, System Sales, Beaumont, was chosen a golden key finalist in the Southeastern Regional Scholastic Art Show sponsored by Foley's Department Store, Houston, Texas.

Jimmy, a seventh grade student at Stephen F. Austin Junior High School, was chosen as a regional finalist from the Beaumont area with his entry, a

stitchery design. His work was forwarded to Houston to compete in the regional exhibition where it won him a gold key award. Categories in the exhibition included oils, sculpture, drawings and photography with contestants ranging from the sixth grade to college level.

The design will be shipped to New York where it will compete in the National Scholastic Art Show in May.

Cruel Months-Years Ahead For Heavies, Warns Your Heart Association

THE poet who claimed "April is the cruellest month" didn't remember the swimming season—when Americans of all shapes and sizes climb into bathing suits and hit the beach.

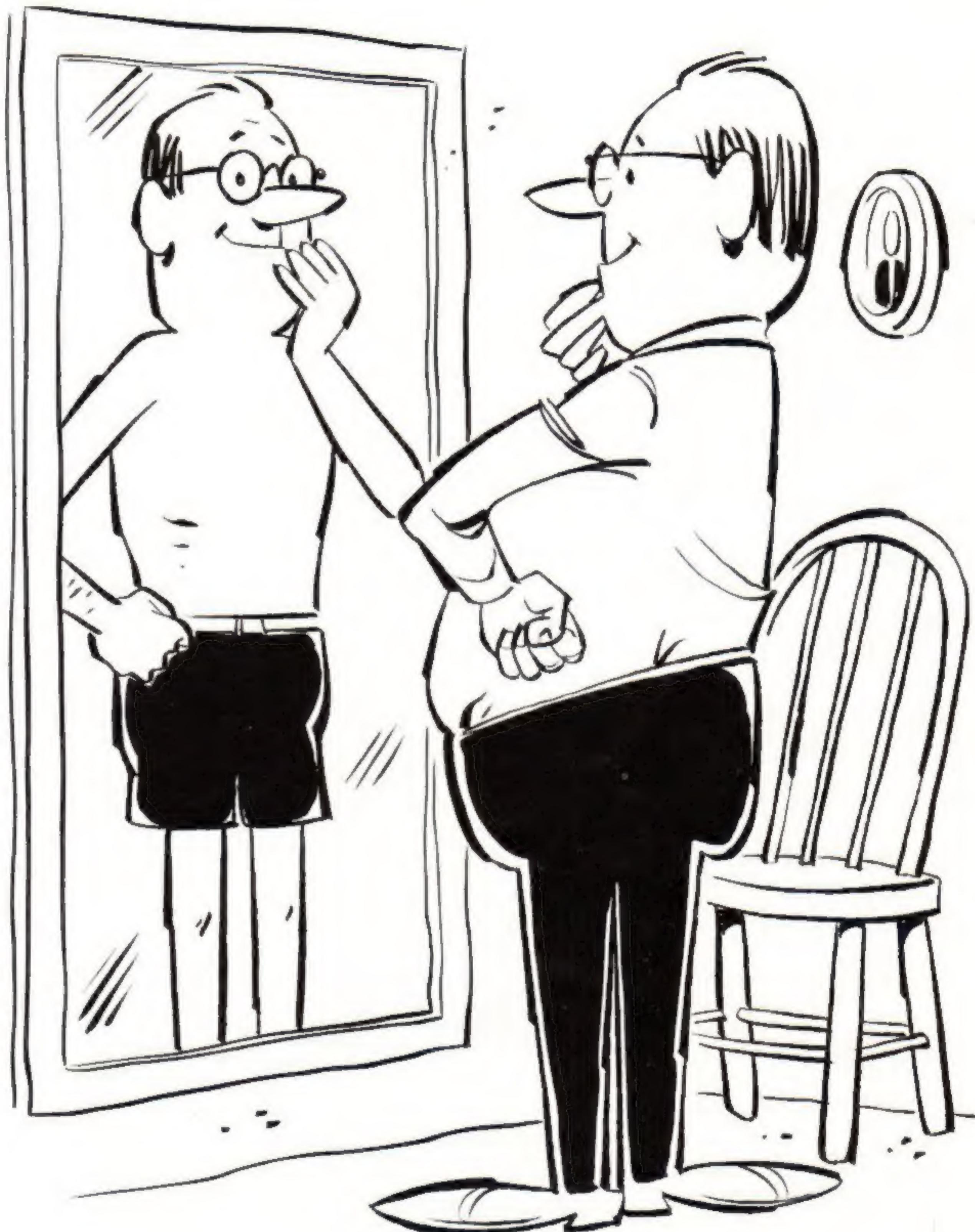
For many over-fed, under-exercised adults, the moment of truth comes with the first try-on of last year's swimsuit—or a spanking new one. There, in front of the mirror, they realize what a multitude of sins their street wear has covered during the months of hibernation.

In a bathing suit, the bulges, paunches and flab are exposed for what they are. And that, whenever it happens, is the cruellest month.

Unattractive as they are, these signs of excess weight do more than assault one's esthetic sense, your Heart Association says. Above-normal weight means higher-than-average risk of such diseases as diabetes, kidney ailments and cardiovascular conditions. Some educated estimates hold that, compared to a person of normal weight, the over-weight individual runs two to three times the risk of developing high blood pressure, hypertensive heart disease and coronary heart disease (heart attack).

Life insurance premiums are usually higher for the fat man, too. That's because life insurance companies have found overweight associated with a higher risk of dying from diseases such as those mentioned above. Premiums are reduced as weight—and the risk of dying from these diseases—goes down.

If you are rudely jolted by the first glimpse of yourself in your bathing



suit, take a look at your daily food intake. Excess weight is usually the result of three factors: 1) Eating too much; 2) Eating the wrong kinds of food; 3) Getting too little exercise. The extra pounds you collect at various parts of your anatomy represent calories you took in but did not work off.

The French, for all their love of food and mouth-watering sauces, are a very practical people. They have a saying worth remembering the next

time you are tempted by a fudge nut sundae topped with mountains of whipped cream: "A minute in the mouth; an hour in the stomach; a lifetime on the hips."

The cardiovascular diseases, your Heart Association reminds you, take more lives each year than all other causes combined. Why let over-weight raise the risk? You can lower the odds by lowering your weight. You will most certainly look better on the beach.

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